- **HAVE EXPANDED PROGRAM TO OTHER DIVISIONS AS FOLLOWS:**

→ **WIDES & BOX IN ALL PCDs.**

→ **INTRODUCTORY OFFER ON ALL CAMEL ITEMS AS NEEDED.**

→ **ONGOING CAMEL WIDES TEMPORARY PROMOTION OF 20 CENTS OFF IF NO GAP.**

→ **R.R. TO OVER CALL ON 'NEW' ACCOUNTS.**

→ **WIDES A PRIORITY DUE TO UNIQUE SIZE AND FLAVOR.**

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M.S.A.

DIVISION	CAMEL FAMILY	FILTER WIDES	LIGHT WIDES
ALBANY	+17.62	+56.8	+49.7
BUFFALO	+ 8.95	+17.5	+18.1
SPRINGFIELD	+15.00	+13.7	+7.0
NASHUA	+10.30	+24.3	+8.0
CLEVELAND	+6.88	+34.0	+23.7
SYRACUSE	+23.08	+31.5	+19.3
REGION	+16.34	+28.7	+20.6

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OCTOBER 1995:

- **R.J.R. SOM STEWARTS 23.2 (+11.1)**
- **RJR BRANDS ON DISPLAY (TEST PCD)**
- **R.J.R. DISTRIBUTION 100% OF DESIRED ITEMS**
- **ONGOING PROMOTION**
- **CAMEL FAMILY UP 1.97 (AIM) VS. 1994 IN G & C**
- **RJR FP SOM IN G & C 20.17(+2.46)**
- **PM FP SOM IN G & C 57.73 (-2.66)**
- **CAMEL WIDES GAIN LARGEST IN REGION. IN ALBANY AIM SOM = .37 FILTER**
  .26 LIGHTS

  AND GROWING.

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JUNE 1994:

- CONTRACTED WITH STEWARTS FOR "TEST" COUNTER DISPLAY.
- ADDED 9 FULL PRICE BRAND STYLES, I.E. BOTH WIDES, 2 SPECIAL AND 5 SELECT, PLUS 4 DORAL.
- SET UP PROMOTION PROGRAM TO DRIVE FULL PRICE.
- PULLED SALES FORCE OUT OF CHAIN - MANAGEMENT TO SPOT CHECK STORES WHILE IN MARKET.
- USED SALES FORCE TO OVER CALL ON OTHER GAS & CONVENIENCE - PROMOTING TO GAP BUT AUTHORIZED ONGOING 20 CENTS CAMEL INTRODUCTORY OFFER - BOX WIDES SPECIAL.

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STEWARTS DAIRY STORES
225 STORES, ALBANY, N.Y.

1994:

- R.J.R. SOM 12.1 (TOTAL) IN STEWARTS
- NO DISPLAY EXPOSURE
- NO DISTRIBUTION ON CAMEL WIDES SPECIAL AND OTHER BRAND STYLES (SELECT/DORAL)
- NO CONSISTENT PROMOTION
- 144 STORES IN METRO AREA MADE CHAIN KEY DESPITE LOW VOLUME.
- CAMEL FAMILY IN ALBANY HAS A 3.99 SOM IN GAS & CONVENIENCE (AIM)
- CAMEL WIDES SOM LESS THAN REGION AVERAGE.
- RJR TOTAL SOM IN G & C 17.71
- P.M. TOTAL SOM IN G & C 60.39

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